

New PSAs Urge Those Living with Diabetes to Get Annual Dilated Eye Exams

Washington, DC –In recognition of Hispanic Heritage Month, Rep. Linda Sánchez (D-CA) has an important message for the Latino community, urging Latinos to get an annual diabetic eye exam to prevent vision loss from diabetes. The message, released in a new public service announcement produced in conjunction with the American Academy of Ophthalmology’s EyeSmart campaign and EyeCare America were recorded in both Spanish and English and will air on several television stations across the U.S.

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“If you’re living with diabetes, it’s vitally important to get a diabetic eye exam every year, because once your vision is gone, it won’t come back,” said Rep. Linda Sánchez.

Last year alone, 24,000 Americans were permanently blinded as a result of diabetes and the latest research indicates Latinos face a greater risk of blindness than other ethnic groups. The good news is 90 percent of diabetic eye disease can be prevented simply by proper regular examinations and treatment and by controlling blood sugar.

The 30-second PSA can be [viewed here](#) . You can view the Spanish version [here](#) . The public can visit www.GetEyeSmart.org [w](#)

and commit to taking control of their diabetes and protecting their vision.

To find an Eye M.D. in your area, please visit www.GetEyeSmart.org . Consumers can submit questions about eye health to an ophthalmologist at <http://www.geteyesmart.org/eyesmart/ask/>